

ROCKEFELLER VISIT A HUGE CASE OF WHITE-WASH—GREAT PRESS-AGENTED STUNT

BY C. H. NEWELL

Denver, Sept. 24.—John D. Rockefeller, Jr., is in Colorado trying to put a sugar coating on the bitter open-shop pill he told a congressional investigating committee a year ago last April he stood ready to offer his employees as a substitute for unionism.

It is his first visit to the vast coal properties of the Colorado Fuel & Iron Co. in 12 years.

In making it he is employing every press agent trick in an effort to offset the famous report of Frank P. Walsh, chairman of the U. S. commission on industrial relations.

Each day he visits his coal camps it is like a triumphant procession of a king among his vassals.

For the kingdom of Rockefeller has been set in order since 19 women and children and strikers were killed at Ludlow, and his subjects have been taught to cheer.

An expert was first hired to press agent this visit of John D. Rockefeller, Jr., to Colorado.

Ivy Lee was hired as a publicity man.

"You must practice the art of getting believed in!" Lee wrote Rockefeller after the Ludlow massacre, according to the Walsh records.

So Rockefeller, coming to view the result of his social welfare substitute for unionism, didn't overlook the publicity end.

The night before he reached Trinidad three friendly newspapers in Denver and the Associated Press man were notified that he would begin the next morning a tour of his coal camps.

Reporters and photographers were on hand with King, President Welborn and other C. F. & I. officials to welcome the man who Walsh says owns Colorado and whose "will and conscience," King testified, "is more

powerful than all the people of Colorado."

Roosevelt on a campaign tour couldn't have greeted the newspaper men more cordially or democratically. He was surprised, of course, but quite willing to take them along on his trips about the coal camps of Las Animas county.

He wanted to meet all the miners, compliment all the women and make friends with all the children in every camp. He succeeded in meeting many. Those he met were the strike-breakers, imported to replace the 9,000 union men who lost the great Colorado strike. He met only those whom his agents wanted him to meet.

Forty years he had shunned common people.

The change made him as pleasant as his advisers tell him his sugar-coated open-shop policy is. Plenty of ex-strikebreakers told him they liked conditions and wages.

And he did find conditions better than ever they have been before in the history of the coal mining industry.

He found that the death of women and children at Ludlow had brought about better conditions for the strike-breakers than ever their fathers and brothers had enjoyed.

Rockefeller had the battle of Ludlow explained to him by his agents while he stood on the little hill from which a deadly machine gun fire was poured into the miners' colony. He didn't visit the "death hole."

He talked to miners' wives about the price of food, the kind of food they had, whether they had enough. He ate with miners, told the school kids to obey and respect their teachers, inspected the clubhouses built by his company as substitutes for union halls, which the strikers would have been glad to build, and tried, in the frankest sort of way, to make the miners feel that he was their friend.